



## LESSON 12: BUSINESS PROMOTION & MARKETING

**Duration:** 50 minutes

**Overview:** Students will be introduced to different ways that businesses promote their products or services. Students will use their own experiences and inspiration from their case studies to apply examples to these promotional tactics. Allow students to develop high-level marketing plans for their businesses—the sky is limit!

**Essential Question:** How can we promote our real food business or event to our target market?

**Objectives – Students will:**

- Evaluate the needs, wants, and characteristics of their target market.
- Create a promotional strategy and materials for their real food businesses.

**Materials:**

- Student Workbooks
- Lesson slide deck
- Pencil or pen

**Beforehand:**

- Gather Student Workbooks
- Review lesson, slide deck, and teacher notes

**Teacher Notes:**

- Lesson Vocabulary:
  - **Advertising:** A public, promotional message paid for by a company (print advertising, direct mail, radio, television, internet, social media advertisements).
  - **Visual Merchandising:** Using artistic displays to attract customers into a store and/or how products are visually promoted in the store (storefront windows, impulse buy products, fancy and eye-catching packaging).
  - **Public Relations:** Activities aimed at creating goodwill toward a product or company (fundraisers, community events, company volunteerism).
  - **Publicity:** A form of promotion for which a company does not pay, sometimes referred to as “free advertising” (news articles, referrals through reviews or testimonials).
  - **Personal Selling:** Direct one-to-one selling made by a company’s sales representatives to get sales and build customer relationships (telemarketing, consultations, demonstrations).
  - **Sales Promotion:** A short-term activity or buying incentive (coupon, free sample, product demos).

**Introduction (10 minutes)**

1. If needed, ask for a student to raise their hand and restate the design challenge set forth during the first lesson. Ensure that students can articulate the design challenge concept.
2. After you’ve reintroduced the design challenge, instruct students to open their Student Workbooks to Lesson 12. Review today’s Essential Question and Objectives.
3. Give students 5 minutes to complete the Launch, during which students will identify how their case study uses promotions to create awareness for its services or products.
4. After 5 minutes have passed, ask for students to share their answers.



### **Classroom Lesson (30 minutes):**

1. Review lesson vocabulary with students: advertising, visual merchandising, public relations, publicity, personal selling, sales promotion. Ensure that students understand these concepts. Project the definitions or write them on the whiteboard, if needed. Lead students in a discussion of the terms to generate examples or rephrase the terms.
2. Break students into their working groups and let them know that they will now begin working on Steps 2 and 3 in their Student Workbooks. Allow 20 minutes to complete these tasks.
3. In Step 2, students will complete a promotional planning chart to determine if they will offer a promotional service for their real food business.
4. In Step 3, students will develop collateral (this term may need some development for students) in the form of written materials, mock-ups, and visual aids to showcase their promotional materials.

### **Student Reflection (10 minutes):**

1. After 20 minutes have passed, invite groups to share their promotional mix with the class.
2. If time allows, allow for a feedback opportunity for each group using Praise, Question, Suggest.

